



in this issue

DWS Services	2
Kitchen Table Economics . .	2
Boost Your Website	
Traffic	3
Kudos	3
Business Consultants	4

Out with old, In with the new!

New Valley View Medical Center Coming 2002

Cedar City: Intermountain Health Care's (IHC) Valley View Medical Center was named a National Top 100 Hospital for three consecutive years. Ground was recently broken and construction began on a new hospital that will be an excellent complement to the high quality of care delivered to the community.

The new facility is scheduled to be complete in the latter part of 2002 and boasts a 95,000 square foot hospital with 46% more space and all private rooms.

New to this hospital, and to the state of Utah, is the Routine Diagnostic

Center, an innovative facility that allows patients the ability to receive common diagnostic tests all in one convenient location. No longer will patients need to move around to different areas of the hospital for testing; tests will be brought to the patients, including EKG's, blood draws, pulmonary tests, and others.

Planned with growth in mind, the new hospital is designed to double its capacity. And, it will all be built without taxpayer subsidies. IHC is committed to making the new hospital a true showpiece, and something the community can be proud of.

Companies are Pleased With DWS' Assistance



St. George Mayor Daniel McArthur, left, completes "Board Cutting Ceremony" at Lowe's Grand Opening.

Recently, a Target store and a Lowe's Home Improvement Store were opened in St. George. Both stores sent letters of appreciation to the Department of Workforce Services (DWS) for assistance with things such as mass hirings and orientations. Use of DWS facilities was especially helpful for store managers who needed to interview, to hold meetings and to conduct orientation while construction of their stores was underway.

While everyone at DWS was praised, Dave Turner, Kim Johnson and

continued on page 4

Need help finding good employees?



We can help.

Connect your company to an effective and economical approach to your hiring needs. At "Utah's Job Connection," we offer one of the largest qualified talent pools in Utah. We also offer services such as

- Labor market information
- Employment practices consultation
- Downsizing consultation services
- Free or low cost seminars and workshops on subjects such as:
 - Sexual Harassment in the Workplace
 - Understanding Unemployment Insurance
 - Utah's New Hire Registry
 - and more!

What if you could access all of this information, for absolutely **FREE**? You can! Call us now at **1-888-920-WORK** or visit our website at www.dws.state.ut.us.

Kitchen Table Economics

**New LMI Newsletter is for
Everyone**

By Connie Blaine

Economic Information Coordinator

The Workforce Information Division of DWS is proud to introduce it's newest newsletter, **TrendLines, Perspectives on Utah's Economy**. This "plain English" bi-monthly newsletter offers "kitchen table economics" for all labor market information users: business people, human resource specialists, planners, educators, job seekers, legislators, or anyone who likes to stay informed. **TrendLines** takes all the current complex economic data and distills it into a user-friendly format-no jargon, or tables loaded with numbers. For those wanting more information or detail, each article will have Internet addresses listed at the end, to link the reader with more data on the topic.

Each issue of **TrendLines** will contain regular features: A Metro section focusing on the Wasatch Front; "The Other Utah" section highlighting nonurban areas; national economic news affecting Utah; a highlighted county (first issue is Cache County), two feature articles on current issues; one from a DWS economist, and one from a "guest writer"-such as an economist from the Governor's Office of Planning and Budget. A Department page will convey news from various divisions within DWS, and letters to the editor will be included in future issues.

Each **TrendLines** issue will have a theme, such as "The Economic Impact of the Olympics" (next issue), "The Economic Outlook for Utah," and more.

The pilot issue is both on the web at <http://wi.dws.state.ut.us/pubs/trendlines/t10801.pdf>, and available in print. To get a free copy, or to get on the mailing list, call 801-526-9786, or e-mail us at cblaine@ws.state.ut.us. Enjoy!

Boost Your Website Traffic

using the SuperTips Internet Marketing Articles

Want to know how to boost your internet traffic? Read on! Without a doubt the most powerful method of attracting visitors to your website - and keeping them there - is by providing useful free information.

Articles which explain how to make money, or save money, or improve your business, or save time are always in demand.

You will suddenly find that more and more sites will start linking to your site when you provide valuable information.

The Supertips Internet Marketing articles are available for you to freely provide this information - and here are some effective ways of using them to promote your own business.

Example 1

Choose an article that will appeal to your readers, for example "How to Profit on the Internet." Make a copy of this report and put it on a new page at your website. Before the start of the report and at the end you publicize your own promotion with an eye-catching link or banner, for example:

"Click here for our TOP selling product."

or

"Purchase before the end of the month - and SAVE 30%."

On your main page where you are providing links to the rest of your website add a line referring to this new page, for example:

"Click here for today's SPECIAL Free report."

or

"Click here for our Free report - How to Profit on the Internet."

or

"Click here for a Free report to BOOST your online sales."

This is bound to incite the curiosity of your readers. They link to the report, they find the content useful and feel that you have offered a bonus instead of just a sales pitch. They will then be inclined to click to your special links.

You can also promise that there will be another report next week, you can simply rotate reports and at the same time set up different links or banners for your own products.

Example 2

This is variation of Example 1 but instead of choosing one particular report you simply refer to the whole collection, for example:

"Click here for a FREE collection of great Internet Marketing articles, guaranteed to boost your on-line business."

This will lead to a page where you refer to the collection at

<http://www.supertips.com/art/list.htm> but again you surround this with your own promotions.

Example 3

Mention in your ads or sales letters that there is a collection of articles and point to the page you have set up in Example 2. You can also see EXACTLY how other sites are using these simple free ideas. They are listed on one page and you can find it at www.supertips.com/art/lista.htm. The information in this article plus much more is available free of charge; simply list the website and/or author as your resource.

KUDOS

"I would like to express my sincere thanks for all the help and support you and your staff rendered during our mass hire and orientations. I believe you went above and beyond the call of duty by...allowing us to use your personal office...giving us full and complete access to your facility...We truly could not have done it all without you. Thanks again."

Tim Zavala

Store Manager, Lowe's Home Improvement Warehouse

"DWS has been a very important part of St. George Target's successful opening. From the very beginning they helped us with every need...The St. George Target Team was also very grateful to be able to use the DWS building and supplies...we used their resources several times, for meetings, orientations and interviews. DWS is an excellent organization and we greatly appreciated their assistance in opening our Target store."

Sharlyn Schofield

Team Relations Leader

"Hiring for our new store was such a success. We were very pleased with the services DWS has to offer."

**Terri Eagan
Harmons**

"Thank you and your staff for the ongoing support in eBay's efforts to recruit qualified individuals. The commitment your team displayed in an effort to meet our aggressive deadline was most appreciated (and also proved that you understand what it is like to work on Internet time.)"

**Lynn Hardin
eBay**

Utah Department of Workforce Services
Executive Director's Office
P.O. Box 143100
Salt Lake City, UT 84114-3100

Return Service Requested

Presorted
Standard
U.S. Postage
PAID
Salt Lake City, UT
Permit #4621

Western Region

New Companies

continued from page 1



Daryl Lytle were singled out and thanked for their hard work, dedication and outstanding customer service. For more detailed information, please see the Kudos section on page three of this newsletter.

If you are interested in any of the services previously mentioned, or would like more information on services that we offer, please call the Business Consultant nearest you. You can also visit our website at www.dws.state.ut.us.

Western Region Business Consultants

Beaver	Connie Falls	(435) 438-5498
Cedar City	Bob Cranford	(435) 865-6548
Delta	Linda Cropper	(435) 864-3860
Fillmore	Wendell Robison	(435) 743-5304
Junction	Janet Butterfield	(435) 577-2443
Kanab	David Nash	(435) 644-8910
Loa	Becky Pace	(435) 836-2406
Manti	Bruce Barton	(435) 835-0738
Nephi	Carol Lange	(435) 623-1927
Panguitch	Jolene Smith	(435) 676-8896
Richfield	Lela King	(435) 893-0016
St. George	Kimberly Johnson	(435) 688-3137

